

William Campbell House

c. 1880

43 John Street West

Cultural Heritage Evaluation Report

October 2026

Town of Bradford West Gwillimbury Municipal Heritage Committee

EXECUTIVE SUMMARY

The purpose of this Cultural Heritage Evaluation Report, or CHER, is to determine if the subject property merits designation under Part IV, section 29 of the Ontario Heritage Act (OHA). A Cultural Heritage Evaluation Report provides an overview of the property based on primary and secondary research and visual inspection of the property. Please note that all visual inspections of the property were taken from the public right of way and no site visits were made. It also includes an evaluation against the prescribed criteria of Ontario Regulation 9/06, including design/physical value, historical/associative value, and contextual value. This CHER also includes a draft Statement of Significance and identification of heritage attributes.

The designation of heritage properties is legislated by the OHA and is supported at a provincial level by the Provincial Policy Statement (2024). The conservation of cultural heritage resources is also supported by the County of Simcoe Official Plan, and the 2023 Official Plan for the Town of Bradford West Gwillimbury.

Based on the contents of this report, the property located at 33 John Street East meets the criteria for designation under Part IV of the Ontario Heritage Act.

Property Name	William Campbell House
Municipal Address	43 John Street West
Legal Description	Lot 7 and Lot 8 on Plan 122A
Property Size	0.136 Hectares
Date of Construction	1880
Heritage Recognition	Listed on Municipal List of Heritage Properties
Lead Researcher	Thomas Dysart, MCIP, RPP, CAHP Senior Planner, Town of BWG

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SUBJECT PROPERTY

The subject property is located on the north side of John Street, east of Barrie Street. The subject property has a municipal address of 43 Jonh Street East.

The legal description of the property is Lot 7 and Lot 8 on Plan 122A.



Figure 1: Simcoe County GIS (2025)

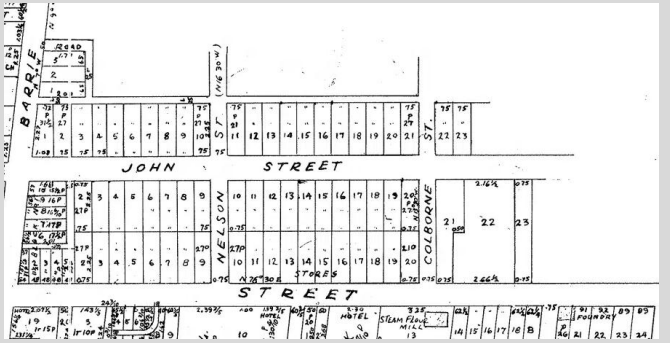


Figure 2: Plan122A



Figure 3: Topographic Map of Bradford, 1928

BACKGROUND RESEARCH

Design and Physical Value

The subject residential building at 43 John Street West is a two storey house. The home, oriented north, has architectural value as representative of a Gothic Revival Architectural Style in Bradford West Gwillimbury.

Gothic Revival Architecture

The Gothic Revival architectural style (1840-1990) was the pre-eminent Canadian style during the Victorian period. It was influenced by European interests in Medieval Gothic History. It is often described as an “exuberant” or “flamboyant” style, as it reflected the prosperity and growth of many villages and towns during the mid-to-late 1800’s.

Gothic Revival Architectural style is characterized by steeply pitched gable roofs (typically found with dormers to break up the horizontal lines), elaborately carved gingerbread , such as bargeboard, dichromatic brickwork, wooden porch/verandah, use of brick and different brick accents to highlight door/window surrounds and quoins (corners).

In Ontario, the magazine, Canada Farmer, published plans and elevations for a “small gothic cottage” that lead to the popularity of the architectural style across Ontario. The plan and elevations appeared in the February 1864 issue.

The subject property is an excellent example of 19th Century gothic revival architecture. The one bay façade with gable end roofs, is very reminiscent of the small gothic cottage that dots the Ontario landscape.

The home has a steep central gable, with symmetrical massing, and rectangular window openings, reinforcing the symmetrical design of the home.

The 1924 Fire Insurance Map of Bradford shows the construction as brick (pink) with a wood extension, with a sizeable verandah surrounding the house.

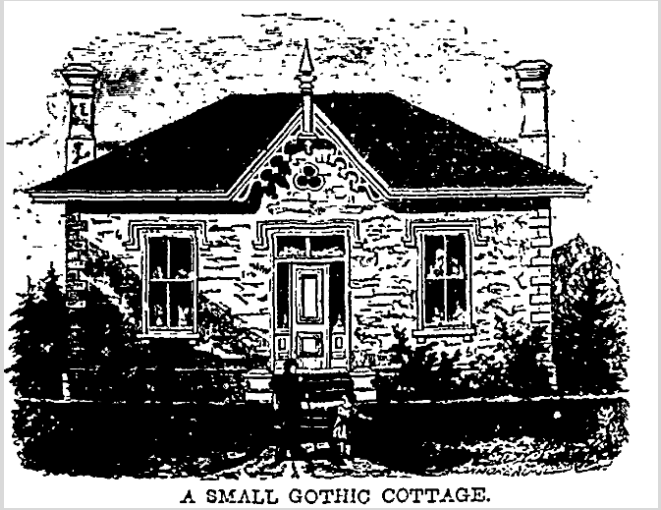


Figure 4: Small Gothic Cottage

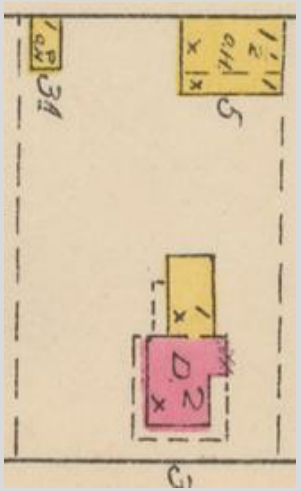


Figure 5 (Left): Fire Insurance Plan, 1924

Figure 6: Subject Property



BACKGROUND RESEARCH

Historical and Associative Value

Pre Contact History

The subject property is in the traditional territory of the Anishinaabek Nation, which includes Ojibwe, Odawa and Potawatomi Nation, collectively known as the Three Fires Confederacy and that the Huron-Wendat, Chippewa and Haudenosaunee Nations have also been associated with lands. The subject lands were part of the Lake Simcoe-Nottawasgaa Treaty No.18 of 1818, where in exchange for 1,592,000 acres, the Chippewas were paid a yearly sum of 1200 pounds.

Land Ownership

The original patent in which the subject property is located was once owned by a Wilson Stoddart; Stoddart purchased all 205 acres from the Crown in April 1860. A Plan of subdivision was then prepared in 1870 and the Lot where the property is located (7 and 8) was sold to William Campbell from Issac B. Rogers in 1871 for the $260.

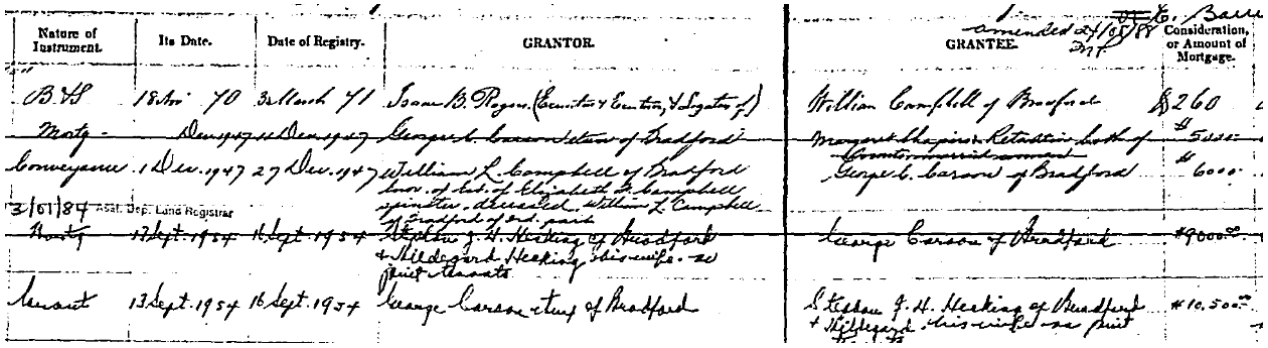


Figure 7: Land Registry Documents

William Campbell came to Bradford, from Stouffville, appearing on the 1861 Census for Stouffville. The 1861 Census shows that William Campbell, 23, is a Wheat Dealer. Other details include that he is of Irish decent and identifies as Wesleyan Methodist. It should be noted that William has two siblings, Lewis and Elizabeth. Prior to Stouffville, William lives in New York and Michigan and landed in Stouffville at 22.



Figure 8: William Campbell (BWG Public Library)

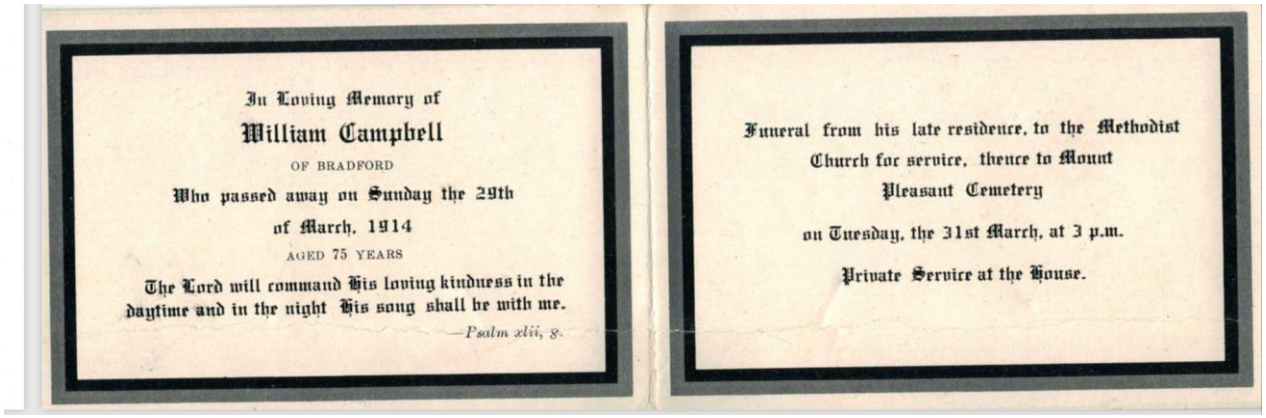
BACKGROUND RESEARCH

Historical and Associative Value

Between 1861 and 1865, William moved to Bradford, appearing in the Register of Marriage, where is he is marrying Betsy Sutherland. In the 1871 Census, William 32, is now a Grain Buyer. William and Betsy (Bessie) would have 3 children: Lewis Henry Campbell (1866), William Leach Campbell (1867) and Elizabeth Florence Campbell (1871). Lewis Campbell would go on to becoming a doctor, William L. Campbell would become a local druggist (pharmacist), opening a store on Holland Street and Elizabeth would take from the grain business from her father. By the 1911 census, William Campbell is 73. This would be the last census that records William Campbell, as William died 1914, being buried at Mount Pleasant Cemetery.

In addition to his role in the grain industry, William Campbell was involved in the supply industry (coal, wood, lumber, shingles, lathe, cement etc.) operating his office from his son's drug store. In addition William Campbell was a Sunday school teacher at the United Church. In addition to his business ventures, William Campbell served as Town Councillor in 1892, 1893, 1894 and served as Reeve in 1897, 1898 for the Village of Bradford, respectfully.

William Campbell, and his family, were an integral part of the Bradford Community.


In Loving Memory of
William Campbell
OF BRADFORD
Who passed away on Sunday the 29th
of March, 1914
AGED 75 YEARS
The Lord will command His loving kindness in the daytime and in the night His song shall be with me.
—Psalm xlii, 8.

Funeral from his late residence, to the Methodist Church for service, thence to Mount Pleasant Cemetery
on Tuesday, the 31st March, at 3 p.m.
Private Service at the House.

Figure 9: Funeral Card for William Campbell (FindAGrave)



Figure 10: Final resting place of William Campbell (FindAGrave)

BACKGROUND RESEARCH

Contextual Value

The subject property is located along John Street East, north of Holland Street, which is one of the streets from the original streets of historic Bradford. The property is an excellent example of an early 19th century residential building set in a growing community. The property Is flanked by architecturally similar properties and contributes to the historic identify of the Downtown Bradford neighborhood.

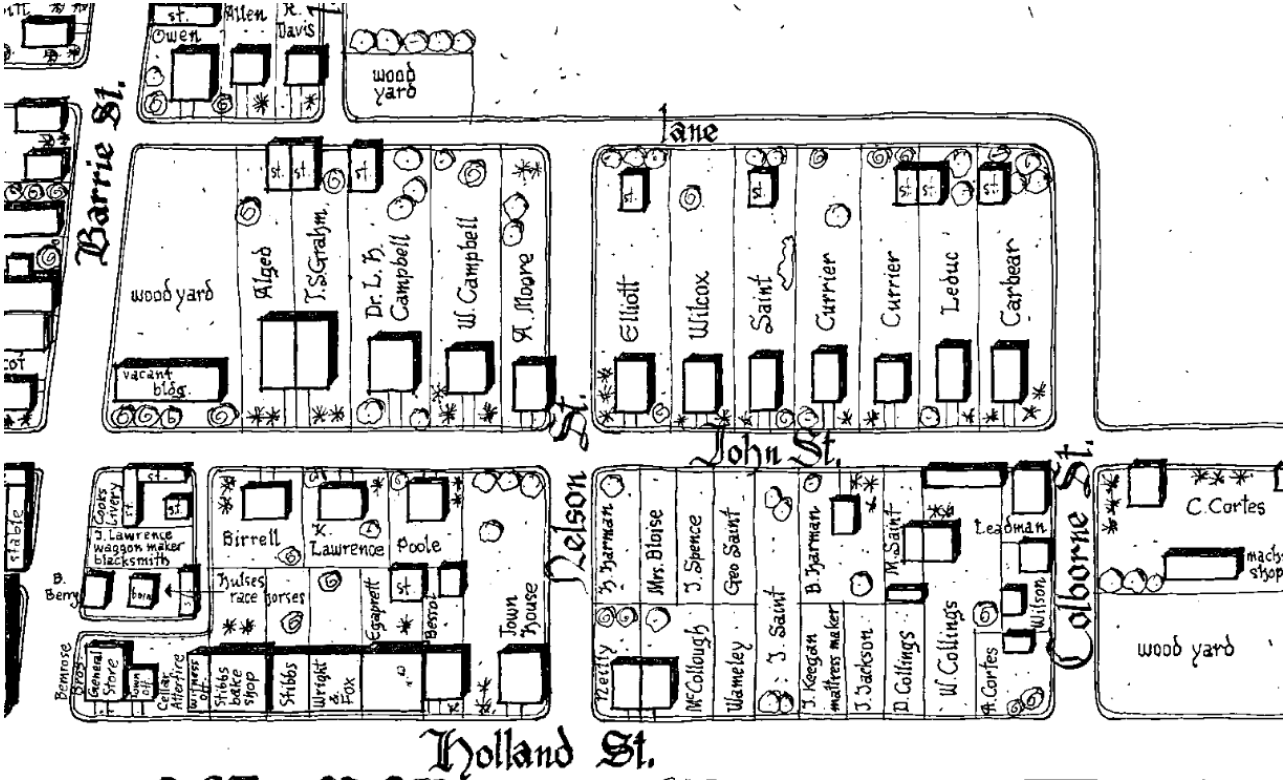


Figure 11: Village of Bradford c. 1900



Figure 12: Subject Property

EVALUATION UNDER ONTARIO REGULATION 9/06

	Ontario Regulation 9/06 Criteria	Evaluation	Criteria met (Y/N)
i	is a rare, unique, representative or early example of a style, type, expression, material or construction method;	The property is an example of an early 19th century residential building designed in the Gothic Revival architectural style.	Y
ii	displays a high degree of craftsmanship or artistic merit;		N
Iii	demonstrates a high degree of technical or scientific achievement.		N
iv	has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community;	The property has direct associations with William Campbell. Campbell was a prominent Grain Buyer and business owner and contributed to the development of the Town. Campbell also participated in politics and was a former Council person.	Y
v	yields, or has the potential to yield, information that contributes to an understanding of a community or culture;		N
vi	demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.		N
vii	is important in defining, maintaining or supporting the character of an area;		N
viii	is physically, functionally, visually or historically linked to its surroundings;	The property is historically linked to its surrounding area, being on one of the oldest streets in Bradford, adjacent to other similarly aged properties.	Y
ix	is a landmark.		N

Statement of Cultural Heritage Value or Interest

William Campbell House c. 1880

The subject property has been researched and evaluated to determine its cultural heritage significance according to Ontario Regulation 9/06. This Regulation, defined in the *Ontario Heritage Act*, outlines several criteria for determining whether a property is of cultural heritage value or interest. For a property to be designated under section 29 of the *Ontario Heritage Act,* it must meet two or more of these criteria, which are outlined below. By using these criteria, staff can determine if the property's cultural heritage value or interest merits designation under the *Ontario Heritage Act*.

Description of Property

The property at 43 John Street West is located on the north side of John Street. The property contains a Gothic Revival, c. 1880 residential building. Due to its association with an early settler family of Bradford, it is known as the Willaim Campbell House.
Its legal address is:
43 John Street West
Lots 7 and 8 on Plan 122A

Statement of Cultural Heritage Value or Interest

Design/ Physical Value

The Campbell House has design and physical value as representative example of a Gothic Revival, c. 1880 property. The house was built around 1880 and has the following characteristics: one and half storey residential build with red brick construction and a gable roof with a large wraparound porch.

Historical/ Associative Value

The Campbell House has historic/associative value for its direct association with William Campbell, Grain Dealer. William Campbell was a grain dealer and father to Dr. Lou Campbell (doctor) and William Campbell (pharmacist). Willam Campbell (senior) was a grain dealer, Reeve and Town Councillor, and business owner which contributed to the growth and development of the Town.

Contextual Value

The Campbell House has contextual value because it defines and supports and maintains the urban character of the community.

Description of Heritage Attributes

Key heritage attributes of the William Campbell House that exemplify its heritage value as a Gothic Revival, c. 1880 house as it relates to the property include:

- One and Half Story Brick Dwelling
- Masonry construction
- Gable Roof
- Stone Foundation
- Wrap Around Porch
- Tall Chimney Stacks
- Rectangular windows and door openings

SOURCES

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We Grew Up In or Live in Bradford West Gwillimbury Facebook Group. Facebook.com

SOURCES

William Campbell:

Family Tree and Census Records:
https://www.familysearch.org/en/tree/person/sources/LRBC-FJL

Gravestone: https://www.findagrave.com/memorial/151049006/william-campbell

News Article: https://www.simcoe.com/life/my-canada-the-campbells-of-bradford/article_65354b80-bcae-5ba0-ad74-5f113895d809.html

Past Councils: https://www.townofbwg.com/town-hall/council/council-members/past-councils/

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